

**NPM #10: The rate of deaths to children aged 14 years and younger caused by motor vehicle crashes per 100,000 children.**

**Impact on National Outcome Measures:** Motor vehicle crashes continue to be a leading cause of unintentional injury death. According to "2002 Wisconsin Traffic Crash Facts" (WI DOT), there were 28 children aged 14 or younger killed via motor vehicle related crashes. LPHDs and others continue community education and outreach through car seat safety, bicycle safety, and other efforts to impact Outcome Measure #6, the child death rate per 100,000 children aged 1 through 14.

a) Report of 2003 Major Activities

**1. Car Seat Safety Inspections—Enabling Services—Infants and children**

Through the Performance Based contracts, many LPHDs and a number of Day and Child Care providers continued to provide health and safety education regarding proper installation and use of car (including infant and booster) seat restraints. Some staff renewed the requirements to retain their status as child passenger safety technicians.

**2. Community Education and Outreach—Population-Based Services—Infants and children**

Worked with DOT, SAFEKIDS, Wisconsin Safety Belt Coalition and other partners to provide outreach and public education to increase knowledge and resources available to reduce deaths from motor vehicle crashes. Wisconsin Child Passenger Safety Association (WCPSA) continued working on its goals of: Creating awareness to protect children by encouraging safe transportation; working with local, state and federal agencies to strengthen child restraint and safety seat laws; providing continuing education and support for child passenger safety technicians; educating both professionals and families; and promoting and providing community resources and a communication network. Wisconsin communities continued to participate in "Walk to School Day".

b) Current 2004 Activities

**1. Car Seat Safety Inspections—Enabling Services—Infants and children**

In 2004, many LPHDs continue to provide health and safety education regarding proper installation and use of car (including infant and booster) seat restraints through the Performance Based contracts. In anticipation of new Federal standards, part of Governor Doyle's "KidsFirst" Initiative, announced in Spring, calls for the passing of legislation establishing stricter child passenger safety standards, including child safety seats and booster seats for infants, toddlers, and small children.

**2. Community Education and Outreach—Population-Based Services—Infants and children**

Wisconsin communities plan to continue to participate in "Walk to School Day". Many LPHDs continue to provide bicycle safety education. DOT continues their work in educating parents about child transport safety as well as ensuring safe routes for children to walk or bike to school (particularly in Milwaukee).

**3. Enhancement and Expansion of Partnerships—Infrastructure Building Services—Infants and children**

The Injury Prevention Coordinating Committee and its partners (DPH Central and Regional Offices, SAFEKIDS, Waisman Center, Population Health, BHI, and others) continue their efforts along with WCPSA. Impacting Intentional and Unintentional Injuries and Violence, one of "Healthiest Wisconsin 2010" health priorities, is ongoing.

c) 2005 Plan/Application

**1. Car Seat Safety Inspections—Enabling Services—Infants and children**

As these types of services continue to be identified as a local need, it is anticipated that LPHDs and others will continue to provide them.

**2. Community Education and Outreach—Population-Based Services—Infants and children**

DOT and others will continue outreach activities and public education, in concert with Governor Doyle's "KidsFirst" Initiative.

**3. Enhancement and expansion of partnerships—Infrastructure Building Services—Infants and children**

The Injury Prevention Coordinating Committee efforts and others' (e.g. WCPSA) efforts toward impacting Intentional and Unintentional Injuries and Violence will continue.